

Notice of References Cited	Application/Control No. 09/473,078	Applicant(s)/Patent Under Reexamination SHKEDI, ROY	
	Examiner Jean D Janvier	Art Unit 3622	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Laurie Flynn, "Goto.com's Search Engine, the Highest Bidder Shall Be Ranked First", Business/Financial Desk: March 16, 1998
	V	John Evan Frook, "Web sites sell ad space through auctions-Despite industry skepticism, Individual Inc. and Netscape try out new strategies", Interactive Age: July 31, 1995
	W	Nelson Wang, "Auctioning of Ad Space Gets Boots With Successful Launch of Site": March 02, 1999
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.